

Determining Your Royalties & Profits

Direct-To-Reader



START WITH

Retail Price



SUBTRACT

Credit Card Processing



4.5%
(\$0.99)



Pick and Pack Fee



(\$2.50)

(\$3.49)

The 4.5% fee encompasses both the retail price and shipping cost paid by the customer (average \$5 shipping fee).

This is the amount that will show up on your sales reports, and what will be paid to you.

YOUR ROYALTIES



\$13.51

SUBTRACT

Original Print Cost



(\$2.33 - \$4.29)

To calculate your total profit, remember that you will need to subtract the original print cost/book.

YOUR PROFIT



\$11.18 - \$9.22

*This print cost is based off a sample 200 page, 5.5x8.5 paperback book with expanded distribution (a print run of 1,000) or POD. Print costs vary for every book.